

Objective 7.2: Strengthening SME Competitive Advantage through RFID Implementation

Cheshire Henbury's Proposed Contribution

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Capabilities/Offer - 1

- Best practice implementation of RFID technologies cannot be considered best practice if the implementation does not address business needs, or fit with the business strategy.
- Moreover, RFID technology implementation cannot be considered best practice if organisation and people issues are not also properly identified and addressed.
- Through previous national and European research projects Cheshire Henbury has developed a method and supporting tools to enable alignment with the business environment, fit with strategy, and the identification and integration of strategy, technology, organisation and people issues.

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Capabilities/Offer - 2

- Although the method was initially developed for manufacturing SMEs, it is also applicable in other sectors.
- Cheshire Henbury has extensive experience of collectively dealing with strategy, technology, organisation and people issues and would like to apply its expertise, and its method, to the proposed SME Pilot.
- Cheshire Henbury's role in the Pilot would be to undertake analysis of strategy, technology, organisation and people issues, using its unique method, and make recommendation for changes to the four dimensions to achieve integration and alignment.
- Cheshire Henbury will also be able to provide information dissemination services.

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